



Mobilize Your Message with the *5 a Day Program!*

September is National 5 A Day Month, which provides a timely opportunity to develop or promote your relationships with local grocery stores and their managers. Adding a retail component to your health education efforts can enrich your work and provide additional opportunities to reach the general public.

Your plans for National 5 A Day Month might already involve schools, worksites, churches, festivals, and community centers. Imagine what can happen when people see the same health and nutrition messages where they shop!

Retail marketing is a powerful way to reinforce your program efforts, and you can jumpstart your planning by checking out the following list of ideas. Use them as guidelines that can be customized to your program.

Whether you are looking for inspiration or already have a retail component in place, these National 5 A Day Month ideas can help.

In-store Point-of-Purchase Material

The 5 A Day Catalog is your resource for 5 A Day The Color Way merchandising materials that can be posted in stores and produce sections to encourage the purchase of fruits and vegetables. These include **POSTERS, RAIL STRIPS, BANNERS, STATIC CLINGS,** and **CEILING DANGLERS.**

- Check with your local retail sites to see if their signage needs updating.
 - Do they need new posters?
 - If they have recipe card racks, do they need replacements or updated materials?
 - Do they need Spanish-language materials?
 - Do they need materials for children?
 - Will they allow you to place banners or posters during National 5 A Day Month?

You might have the most success with small neighborhood markets, but it's a good idea to check with larger stores in case they need your help replenishing materials. It's a great way to start building relationships with store and produce managers.

Visit <http://www.shop5aday.com> to view all of the 5 A Day merchandising and promotional materials or to order a catalog.

Food Demonstrations

Food demonstrations encourage people to taste new or different produce items and sample healthy recipes. They are a terrific way to deliver nutrition messages to parents and children. Conducting your food demonstrations at a retail store provides an added benefit: Shoppers can purchase the products and begin to form buying habits right away that include featured fruits and vegetables.

Influencing people to purchase and consume more fruits and vegetables benefits both retailers and 5 A Day.

- If you have conducted recipe demonstrations or food sampling in the past, contact your store manager to arrange a demonstration as a way to educate shoppers about new recipes and seasonal produce items.
- Create a flier that lists the recipes and a schedule of the sampling activities. Post it at community centers, shops, or churches and provide copies to the local newspapers. Send copies of the featured recipes to the food editors of local papers.

- For recipes and tips, visit: <http://www.5aday.com/html/recipes/recipe tips.php>

Store Front Events

Stores, swap meets, and farmers' markets are great places to reach members of the community during their weekly shopping trips. Some of the most popular activities take place in the parking lot or on the sidewalk outside the store. Whatever your activity, it should not interfere with normal store or market operations. Make sure you have plenty of staff on hand, since store employees and market staff have other jobs to do.

- At outdoor venues, a booth or an information table can provide an opportunity to deliver nutrition messages to shoppers and offer information about nutrition assistance programs, health fairs and upcoming events, recipes, cookbooks, etc.
- At stores, you can work with the manager to hold a health screening, host a nutrition game with a prize wheel, or arrange for costumed characters to distribute information. Make sure you get store approvals in place, as well as the name of the manager who will be on duty the day of your event.
- Coordinate a kids' coloring or poster contest with an "Energize and Mobilize" theme. Post the completed entries at the store, so children can bring their parents to see their artwork.
- Create a tip sheet for parents that provides ideas on how they can

set a healthy example when selecting fruits and vegetables and shopping with their children.

- If you have a special retail event planned, don't forget to contact your community newspaper or other media outlets so they can alert their readers or listeners.

Advertising and Promotions

You can provide artwork, recipes, and nutrition information to stores for their advertising, circulars, and in-store signage.

- Ask your local store managers to include the National 5 A Day Month logo in their advertising and circulars during September.
- Provide your retail contacts with tips they can include in their community pages, Web site, or advertising. Show them how they can promote healthy choices to their shoppers.
- Create a bag stuffer with tips, recipes, nutrition information, and physical activity messages. Provide it to retailers to include with shoppers' purchases.
- Ask retailers if they can offer special savings on fruits and vegetables to encourage purchase during National 5 A Day Month.
- Don't forget to reinforce your nutrition education efforts with 5 A Day promotional items, such as **MEASURING SPOONS, PENCILS, PENS, STICKERS, PEDOMETERS, KEY CHAINS,** and **COOKBOOKS.**

Grocery Store Tours

Grocery store tours are a great way to increase awareness, assist in menu planning, and motivate people to purchase and consume fruits and vegetables.

- Contact your local store manager to host a store tour for children, a nutrition education class, or a community group.
- Talk to the manager before the tour to confirm the date and discuss details such as the size and nature of the group, what you expect to see and do, the estimated time of the tour, and who will lead it.
- During the store tour, demonstrate how produce arrives and is prepared for display. Tour the selling floor and the back room. And make sure there are samples to taste!

After you conduct the tour, be sure to send a written thank-you note to the store manager. If a children's group takes a store tour, you can have each child send a thank-you letter or a piece of artwork for the grocer to post in the store.